

Stack the Deck in Your Favor with Instant Card Issuance

by Greg Kuyava, senior product manager, card services, Harland Clarke



PAYMENT SOLUTIONS

Cash was king, but cards now rule the day.

By 2016, worldwide card purchase transactions are projected to increase by 44 percent.¹ That translates to an estimated 31 billion more transactions in the U.S. alone.

All these numbers add up to mean one thing: a simple piece of plastic can have a dramatic impact on the bottom line. And financial institutions must be able to quickly meet rising consumer demand for cards. A superior card resource will be able to not only keep pace with daily card production needs, but also respond to evolving account holder needs.



By 2016, **card purchase transactions are expected to increase 44%**

Play with a Full Deck:

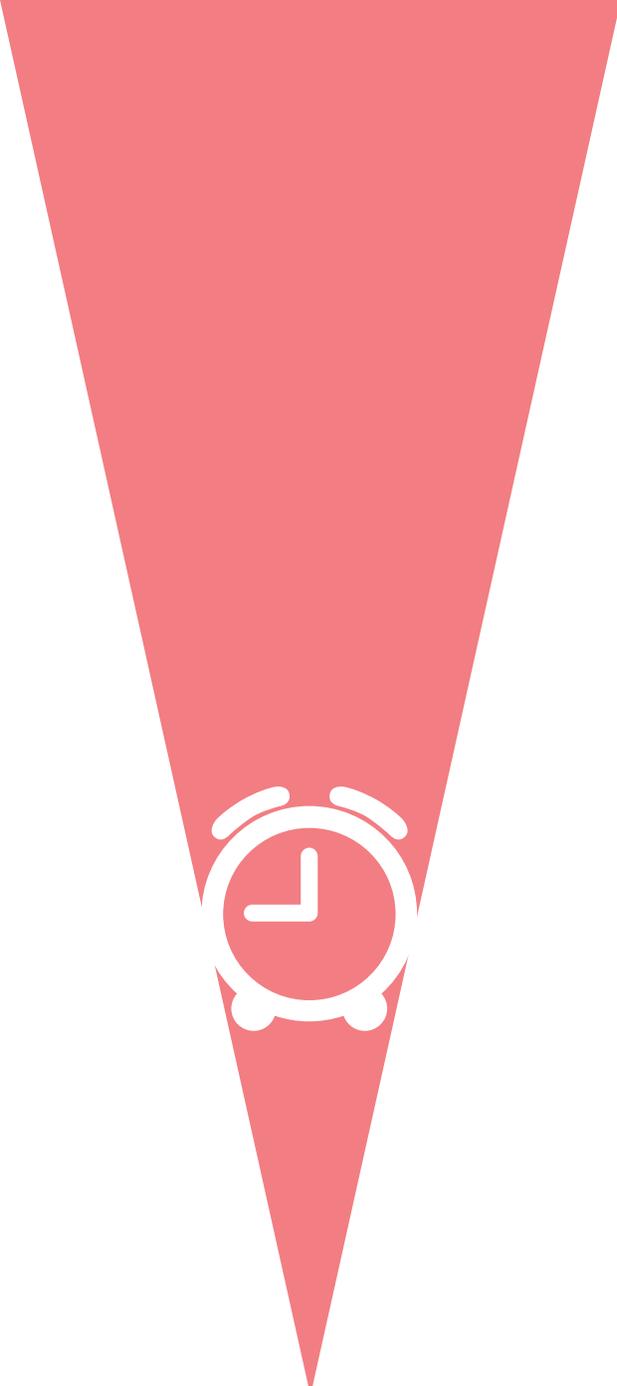
Timing is Everything

It comes as no surprise that card usage is up. After all, cards are easy to carry and make in-person and online transactions fast and simple — providing instant gratification of consumer needs.

Traditional card fulfillment can take up to ten days to issue, mail and activate cards.² That may be fine for most account holders. But in the virtually “on demand” society we now live in, consumers’ expectations are higher, while their patience and attention spans are shorter.

Think about how long the traditional process may seem from the perspective of an account holder who has lost a card or opened a new account. The bottom line is that, if they take the time to visit the branch, they will likely expect access to their funds right away. And why wouldn’t they? The U.S. Postal Service offers delivery within three to five business days. Most insurance companies now offer online resources to print policy ID cards and documents immediately. Mobile banking services can accomplish tasks in minutes, 24/7. And you can order from Amazon.com today and get your item tomorrow.

So, it just makes sense for financial institutions to take the necessary steps to ensure they not only understand, but also **deliver** on account holder expectations of increased speed and convenience. Instant issuance is an ideal way to put cards in the hands of account holders who want them right away.



In an “on-demand” society, waiting 10 days to receive a card can seem like a long time to most account holders.

The Instant Issuance Payoff:

Convenience and Satisfaction for Your Account Holders — Income for Your Financial Institution

In-branch card issuance can meet account holders’ need for speed and convenience, while meeting your financial institution’s need for income. The account holder walks away with a fully personalized new card for immediate use. Account holders who receive their cards via in-branch instant issuance use

their new cards within eight hours of activation, on average.³ And when account holders use their cards, your financial institution begins to generate transactional fees. An increase of four or more transactions per instant issue card over a 10-day period can result in a transactional revenue gain of approximately \$2.00 per card.⁴

Some financial institutions have begun to see an almost immediate uptick in transactions when they've provided instant card issuance. In fact, after just three years, a financial institution with five branches can achieve a potential return on investment from in-branch instant card issuance of up to 309%, based on the revenue and savings gains of issuing 170 cards per branch per month.⁵

When it comes to account holder satisfaction, every little detail — even the way a card is manufactured — counts and can make the difference between an “okay” account holder experience and a “great” one. For example, embossed cards wear out more quickly, affecting the look of the card. Flat card designs printed during instant issuance, on the other hand, wear better and reflect more positively on your brand.

Don't Tip Your Hand: **Deliver Directly, Securely to Account Holders**

Instant issuance offers a great opportunity for immediate response when unexpected circumstances arise. For instance, during the Target data breach of 2013, financial institutions with instant issuance capabilities were well positioned to reprint new cards for account holders who needed them right away.

Distributing cards through the mail also increases the chance of fraud. Cards may be stolen when left in unattended mailboxes or not returned and destroyed. Security-conscious account holders will want to know that they — and only they — have access to their cards. Imagine, how thrilled these concerned account holders will be to discover that, with instant issuance, they can receive a new card or replace their lost or stolen card the same day at a local branch thereby keeping them out of the hands of potential thieves.



Win, Lose or Draw?

Instant card issuance not only enables you to give your account holders the immediate access to funds that they want, but your financial institution will also enjoy some important benefits like:

- Quickly generating transactional income
- Opportunities to cross-sell services and/or capture new business
- Reduced attrition rates and improved brand loyalty
- Brand differentiation

There's no arguing that, given their convenience, the popularity of cards and the desire for immediate account access will continue to grow among U.S. consumers. As your account holders' card needs evolve, be sure you are able to grow with them.

Talk to your Harland Clarke representative today about how Card@Once can help you improve new account holder engagement, save time and money, and increase security.

Call **1.800.277.7637**,

email us at **cardservices@harlandclarke.com**

or visit **www.harlandclarke/CardAtOnce**

Greg Kuyava joined Harland Clarke in 1999 and has more than 20 years experience in marketing and sales. For the past seven years, he has led sales, marketing and product management efforts for Harland Clarke Card Services. Greg speaks on a variety of card services topics, including creating an efficient and cost-effective program, marketing and brand awareness, instant card issuance, obtaining primary financial status with card holders, enhancing cardholder engagement, and strategies for effective onboarding.